**Output factsheet: Strategies and action plans**

<table>
<thead>
<tr>
<th>Project index number and acronym</th>
<th>CE31 InduCult2.0</th>
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</thead>
<tbody>
<tr>
<td>Lead partner</td>
<td>District of Zwickau</td>
</tr>
<tr>
<td>Output number and title</td>
<td>O.T1.1 Regional strategies on New Industrial Culture developed and presented for adoption</td>
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<tr>
<td>Responsible partner (PP name and number)</td>
<td>District of Zwickau, PP1</td>
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<td>Project website</td>
<td><a href="http://www.inducult.eu">www.inducult.eu</a></td>
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<td>Delivery date</td>
<td>12/2018</td>
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**Summary description of the strategy/action plan (developed and/or implemented)**

InduCult2.0 stands for an innovative approach, which goes beyond preservation and representation of the industrial past in museums. Innovatively, the project enhances an active design of regional industrial culture through its concept of “living industrial culture” which forges a bridge between past, presence and future. This concept addresses a wide range of actors who partly are not aware of their cultural role and neither of cooperation opportunities with other cultural actors. Moreover, intangible resources, values and traditions are considered as valuable as physical monuments and artefacts.

Supporting this approach, PP1 founded the focus group ‘Living Industrial Culture in Zwickau County’ to support the promotion of a vivid industrial culture as well as supervise regional InduCult2.0 activities. Thus, the Regional Strategy is based on the intensive cooperation of representatives of regional economy, administration, culture, education and tourism. After developing a regional argumentation paper and three regional action plans the focus group elaborated the regional strategy paper. The aims of the strategy are to make aware, illuminate and anchor living industrial culture as an essential element in the identity profile of the rural district and its towns and communities, to explain the different ways in which industrial culture can come to life, and to give strategic recommendations for action for a contemporary industrial culture roadmap into the future. Furthering it underlines the importance of the consideration of a living industrial culture in development concepts of several administrational levels as an interdisciplinary topic. The strategy highlights the cross-sectoral character of living industrial culture related to the fields of culture, economy, tourism, education, creative industries and civil society, and each field of action is briefly characterized. It sets also up a road map with milestones until 2021. To avoid leaving responsibilities unclear and to create the highest possible level of commitment in the future, the
strategy paper recommends the establishment of an actor forum and a core team based on the experiences of the InduCult2.0 project for the time beyond the project duration.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Chemnitz, DED5

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

This strategy is the result of intensive cooperation between a wide range of actors in Zwickau county. With its recommendations, the strategy paper primarily addresses the political, cultural and economic decision-makers of the Zwickau district, but also of the Free State of Saxony. In the strategy paper, 5 essential fields of action for a living industrial culture are defined: It is considered as everyday culture, as corporate culture, as a culture of innovation, as a building and urban planning culture, and as image of the region. These strategic recommendations were based on the results of a workshop of the focus group in April 2018 applying a long-term, sustainable and target-oriented view. There are mentioned strategic integration possibilities for Industrial culture like the consideration in strategic municipal planning, in municipal sectoral strategies and in the LEADER strategies as interdisciplinary topic. The strategy recommends the establishment of an actor forum and a core team based on the project experiences. Each participating institution should assume sector-specific responsibility for ensuring that Industrial Culture is perceived in its field of work and carry out/support appropriate actions in the future.
Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

The focus group will be continued after the project end as the regional actor forum ‘Living Industrial Culture’ for the purpose of implementing the strategy, led by the core team consisting of key multipliers like the Cultural Region Vogtland-Zwickau, the Tourism Association Zwickau, and the District of Zwickau. These actors have signaled their fundamental willingness to work together and to shape the actor forum. In the next years, it is planned e.g. to integrate the actor forum into the project group ‘Industrial Culture at the Metropolitan Region Central Germany’, and to found the joint tourism destination Chemnitz-Zwickau with a focus on industrial heritage. The content of the strategy paper will also be taken up when preparing the Saxon Year of Industrial Culture 2020 announced by the Free State of Saxony with its leading exhibition “Industrial Culture in Saxony” - the central venue has been assigned to Zwickau. The structure, the content and the whole approach of the strategy are available through the English summary for knowledge transfer and re-application in other regions. With the focus on the developed transnational cooperation, the actor forum can ensure that the exchange with comparable regions, e.g. in the Czech Republic, is kept alive.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

As part of the 6th focus group meeting on 1/10/18, the strategy was confirmed by the participants of the focus group. Industrial culture goes hand in hand with a certain framework of values: With the interpretation of the term, one agrees on what is regarded as important (giving meaning, worth preserving, worth promoting). In this sense, industrial culture - as one participant of the focus group put it - can quickly become a ‘question of attitude’, especially if a new understanding is suggested. According to the feedback of the stakeholders, the strategy fulfills the original objectives completely. The applied interactive process of preparation has as well been repeatedly positively commented on by the regional actors. A strong commitment has been created in the actor arena for the topic, which will ensure its continued pursuit in the future. The transnational value consists on the one hand in the exchange with partners about appropriate contents of the strategy, which took place in half-yearly partner meetings. On the other hand, this regional strategy is also a basis for the transnational strategy developed by the scientific partners in the project for the Central European coordinators’ network of Industrial Culture.

References to relevant deliverables and web-links
If applicable, pictures or images to be provided as annex
See also the interconnected deliverables and outputs:

- Regarding the general role of industrial culture in the region - PP1’s Regional argumentation paper (T1.3.1)
- Regarding detailed Regional action plans that present concrete projects in the field of regional identity (T2.6.2) economic development (T3.5.2) and innovation through industrial culture (T4.6.2) (summarized in one output factsheet)
- Regarding the strategic usage of Industrial Culture for further development - PP1’s regional strategy (T1.5.1)

The present regional strategy is based on discussions in the focus group and the regional argumentation paper and supplemented by the aforementioned T2-4 action plans. It has been presented to regional policy-making bodies for approval and disseminated to target groups.

The Regional Argumentation papers and Regional Strategies and all project outputs are available via [www.InduCult.eu](http://www.InduCult.eu) - Regional Argumentation Brochures:

https://www.interreg-central.eu/Content.Node/InduCult2.0/RegionalArgumentationBrochures.zip